



October 2023 Hawai'i Hotel Performance Report

Hawai'i hotels statewide reported higher revenue per available room (RevPAR), average daily rate (ADR), and occupancy in October 2023 compared to October 2022. When compared to pre-pandemic October 2019, statewide ADR and RevPAR were higher in October 2023 but occupancy was lower.

According to the Hawai'i Hotel Performance Report published by the Hawai'i Tourism Authority (HTA), statewide RevPAR in October 2023 was \$258 (+5.2%), with ADR at \$347 (+2.0%) and an occupancy of 74.5 percent (+2.3 percentage points) compared to October 2022 (Figure 1). Compared with October 2019, RevPAR was 27.3 percent higher, driven by higher ADR (+35.9%) which offset lower occupancy (-5.0 percentage points) (Figure 3).

The report's findings utilized data compiled by STR, Inc., which conducts the largest and most comprehensive survey of hotel properties in the Hawaiian Islands. For October 2023, the survey included 156 properties representing 47,786 rooms, or 85.5 percent of all lodging properties with 20 rooms or more in the Hawaiian Islands, including those offering full service, limited service, and condominium hotels. Vacation rental and timeshare properties were not included in this survey.

Statewide Hawai'i hotel room revenues totaled \$447.8 million (+5.7% vs. 2022, +32.7% vs. 2019) in October 2023. Room demand was 1.3 million room nights (+3.6% vs. 2022, -2.4% vs. 2019) and room supply was 1.7 million room nights (+0.4% vs. 2022, +4.2% vs. 2019) (Figure 2).

Luxury Class properties earned RevPAR of \$404 (-1.3% vs. 2022, +14.8% vs. 2019), with ADR at \$688 (-7.5% vs. 2022, +44.7% vs. 2019) and occupancy of 58.6 percent (+3.7 percentage points vs. 2022, -15.3 percentage points vs. 2019). Midscale & Economy Class properties earned RevPAR of \$174 (+4.8% vs. 2022, +33.5% vs. 2019) with ADR at \$241 (+8.3% vs. 2022, +49.8% vs. 2019) and occupancy of 72.3 percent (-2.5 percentage points vs. 2022, -8.8 percentage points vs. 2019).

Maui County hotels continued to be impacted by the August 8 wildfires, but still led the counties in October 2023 RevPAR due to higher ADR. Maui County hotels earned RevPAR of \$336 (-2.5% vs. 2022, +30.5% vs. 2019), with ADR at \$506 (-3.2% vs. 2022, +49.9% vs. 2019) and occupancy of 66.5 percent (+0.5 percentage points vs. 2022, -9.9 percentage points vs. 2019). Maui's luxury resort region of Wailea had RevPAR of \$443 (-0.9% vs. 2022, +0.2% vs. 2019), with ADR at \$708 (-14.8% vs. 2022, +41.6% vs. 2019) and occupancy of 62.6 percent (+8.8 percentage points vs. 2022, -25.9 percentage points vs. 2019). On October 8, 2023, the phased reopening of West Maui accommodations began, starting with the first phase which included from the Ritz-Carlton Maui Kapalua to Kahana Village. As a result, hotels in the Lahaina/Kā'anapali/Kahana region were occupied by a mix of displaced Lahaina residents impacted by the fires, relief workers, and visitors. The Lahaina/Kā'anapali/Kapalua region had RevPAR of \$303 (-7.4% vs. 2022, +41.4% vs. 2019), ADR at \$458 (-2.1% vs. 2022, +58.3% vs. 2019) and occupancy of 66.1 percent (-3.8 percentage points vs. 2022, -7.9 percentage points vs. 2019).

Kaua'i hotels earned RevPAR of \$302 (+5.6% vs. 2022, +64.9% vs. 2019), with ADR at \$396 (+8.3% vs. 2022, +56.1% vs. 2019) and occupancy of 76.4 percent (-1.9 percentage points vs. 2022, +4.1 percentage points vs. 2019).

Hotels on the island of Hawai'i reported RevPAR at \$273 (-1.5% vs. 2022, +54.9% vs. 2019), with ADR at \$399 (+6.9% vs. 2022, +67.5% vs. 2019), and occupancy of 68.5 percent (-5.8 percentage points vs. 2022, -5.6 percentage points vs. 2019). Kohala Coast hotels earned RevPAR of \$370 (+3.0% vs. 2022, +57.7% vs. 2019), with ADR at \$501 (-5.4% vs. 2022, +56.3% vs. 2019), and occupancy of 73.8 percent (+6.1 percentage points vs. 2022, +0.7 percentage points vs. 2019).

O'ahu hotels reported RevPAR of \$214 (+14.4% vs. 2022, +13.3% vs. 2019) in October, ADR at \$271 (+6.7% vs. 2022, +18.8% vs. 2019) and occupancy of 79.0 percent (+5.4 percentage points vs. 2022, -3.8 percentage points vs. 2019). Waikīkī hotels earned RevPAR of \$207 (+14.8% vs. 2022, +9.6% vs. 2019), with ADR at \$261 (+6.6% vs. 2022, +15.0% vs. 2019) and occupancy of 79.4 percent (+5.7 percentage points vs. 2022, -3.9 percentage points vs. 2019).

Tables of hotel performance statistics, including data presented in the report are available for viewing online at: <https://www.hawaiiitourismauthority.org/research/infrastructure-research/>

About the Hawai'i Hotel Performance Report

The Hawai'i Hotel Performance Report is produced using hotel survey data compiled by STR, Inc., the largest survey of its kind in Hawai'i. The survey generally excludes properties with under 20 lodging units, such as small bed and breakfasts, youth hostels, single-family vacation rentals, cottages, individually rented vacation condominiums and sold timeshare units no longer available for hotel use. The data has been weighted both geographically and by class of property to compensate for any over and/or under representation of hotel survey participants by location and type.

For October 2023, the survey included 156 properties representing 47,786 rooms, or 85.5 percent of all lodging properties with 20 rooms or more in the Hawaiian Islands, including full service, limited service, and condominium hotels. The October survey included 77 properties on O'ahu, representing 29,174 rooms (94.9%); 41 properties in the County of Maui, representing 9,799 rooms (72.5%); 18 properties on the island of Hawai'i, representing 5,140 rooms (75.4%); and 20 properties on Kaua'i, representing 3,673 rooms (76.2%).

About the Hawai'i Tourism Authority

The Hawai'i Tourism Authority is the state agency responsible for holistically managing tourism in a sustainable manner consistent with community desires, economic goals, cultural values, preservation of natural resources, and visitor industry needs. HTA works with the community and industry to *Mālama Ku'u Home* – care for our beloved home. For more information about HTA, visit www.hawaiiitourismauthority.org or follow @HawaiiHTA on [Facebook](#), [Instagram](#), and [Twitter](#).

Figure 1: Hawai'i Hotel Performance October 2023

	Occupancy %			Average Daily Rate			RevPAR		
	2023	2022	Percentage Pt. Change	2023	2022	% Change	2023	2022	% Change
State of Hawai'i	74.5%	72.2%	2.3%	\$347.14	\$340.37	2.0%	\$258.46	\$245.67	5.2%
Luxury Class	58.6%	55.0%	3.7%	\$688.46	\$743.98	-7.5%	\$403.62	\$408.83	-1.3%
Upper Upscale Class	78.7%	75.5%	3.2%	\$333.75	\$324.85	2.7%	\$262.60	\$245.25	7.1%
Upscale Class	79.6%	76.6%	3.0%	\$265.54	\$254.71	4.3%	\$211.43	\$195.09	8.4%
Upper Midscale Class	72.4%	72.6%	-0.2%	\$240.28	\$226.74	6.0%	\$174.03	\$164.71	5.7%
Midscale & Economy Class	72.3%	74.8%	-2.5%	\$241.28	\$222.74	8.3%	\$174.47	\$166.53	4.8%
O'ahu	79.0%	73.6%	5.4%	\$270.93	\$254.02	6.7%	\$214.01	\$187.02	14.4%
Waikiki	79.4%	73.7%	5.7%	\$260.53	\$244.31	6.6%	\$206.82	\$180.11	14.8%
Other O'ahu	76.8%	73.1%	3.7%	\$331.82	\$308.76	7.5%	\$254.75	\$225.67	12.9%
O'ahu Luxury	64.3%	55.6%	8.7%	\$623.43	\$609.19	2.3%	\$400.68	\$338.52	18.4%
O'ahu Upper Upscale	82.4%	76.0%	6.3%	\$285.35	\$264.85	7.7%	\$235.02	\$201.34	16.7%
O'ahu Upscale	83.9%	78.1%	5.8%	\$201.68	\$195.77	3.0%	\$169.23	\$152.87	10.7%
O'ahu Upper Midscale	71.5%	67.0%	4.5%	\$163.53	\$156.74	4.3%	\$116.96	\$105.00	11.4%
O'ahu Midscale & Economy	72.4%	75.1%	-2.7%	\$149.98	\$141.89	5.7%	\$108.64	\$106.60	1.9%
Maui County	66.5%	66.0%	0.5%	\$505.96	\$522.92	-3.2%	\$336.35	\$344.98	-2.5%
Wailea	62.6%	53.8%	8.8%	\$708.38	\$831.35	-14.8%	\$443.30	\$447.44	-0.9%
Lahaina/Kā'anapali/Kapalua	66.1%	69.8%	-3.8%	\$458.35	\$468.28	-2.1%	\$302.89	\$327.04	-7.4%
Other Maui County	66.9%	61.3%	5.7%	\$561.60	\$598.91	-6.2%	\$375.96	\$366.87	2.5%
Maui County Luxury	49.9%	48.6%	1.3%	\$754.69	\$896.40	-15.8%	\$376.76	\$435.74	-13.5%
Maui County Upper Upscale & Upscale	71.6%	72.1%	-0.6%	\$460.56	\$456.78	0.8%	\$329.59	\$329.45	0.0%
Island of Hawai'i	68.5%	74.3%	-5.8%	\$399.14	\$373.44	6.9%	\$273.31	\$277.52	-1.5%
Kohala Coast	73.8%	67.7%	6.1%	\$501.19	\$530.06	-5.4%	\$369.67	\$358.82	3.0%
Kauai	76.4%	78.3%	-1.9%	\$395.76	\$365.40	8.3%	\$302.20	\$286.07	5.6%

Source: STR, Inc. © Copyright 2023 Hawai'i Tourism Authority

Note: Samples for some classes and regions were insufficient for reporting purposes, but these data were included in island and statewide totals.

Figure 2: Hawai'i Hotel Performance by Measure October 2023

	Supply (thousands)			Demand (thousands)			Revenue (millions)		
	2023	2022	% Change	2023	2022	% Change	2023	2022	% Change
State of Hawai'i	1,732.6	1,725.2	0.4%	1,289.9	1,245.2	3.6%	447.8	423.8	5.7%
O'ahu	952.5	942.5	1.1%	752.4	693.9	8.4%	203.8	176.3	15.7%
Waikiki	809.6	799.4	1.3%	642.7	589.3	9.1%	167.4	144.0	16.3%
Maui County	419.3	431.8	-2.9%	278.7	284.9	-2.2%	141.0	149.0	-5.3%
Wailea	92.0	91.7	0.3%	57.6	49.4	16.7%	40.8	41.0	-0.6%
Lahaina/Kā'anapali/Kapalua	227.3	237.3	-4.2%	150.2	165.7	-9.4%	68.8	77.6	-11.3%
Island of Hawai'i	211.4	208.3	1.5%	144.8	154.8	-6.5%	57.8	57.8	0.0%
Kohala Coast	91.6	91.9	-0.4%	67.5	62.2	8.6%	33.9	33.0	2.6%
Kauai	149.4	142.7	4.7%	114.0	111.7	2.1%	45.1	40.8	10.6%

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Figure 3: Hawai'i Hotel Performance October 2023 vs. 2019

	Occupancy %			Average Daily Rate			RevPAR		
	2023	2019	Pt. Change	2023	2019	% Change	2023	2019	% Change
State of Hawai'i	74.5%	79.4%	-5.0%	\$347.14	\$255.49	35.9%	\$258.46	\$202.96	27.3%
Luxury Class	58.6%	73.9%	-15.3%	\$688.46	\$475.84	44.7%	\$403.62	\$351.64	14.8%
Upper Upscale Class	78.7%	80.0%	-1.3%	\$333.75	\$259.91	28.4%	\$262.60	\$207.94	26.3%
Upscale Class	79.6%	80.9%	-1.2%	\$265.54	\$199.28	33.2%	\$211.43	\$161.14	31.2%
Upper Midscale Class	72.4%	80.7%	-8.3%	\$240.28	\$155.67	54.4%	\$174.03	\$125.61	38.5%
Midscale & Economy Class	72.3%	81.2%	-8.8%	\$241.28	\$161.09	49.8%	\$174.47	\$130.72	33.5%
O'ahu	79.0%	82.8%	-3.8%	\$270.93	\$228.10	18.8%	\$214.01	\$188.90	13.3%
Waikiki	79.4%	83.3%	-3.9%	\$260.53	\$226.52	15.0%	\$206.82	\$188.64	9.6%
Other O'ahu	76.8%	80.1%	-3.3%	\$331.82	\$237.70	39.6%	\$254.75	\$190.43	33.8%
O'ahu Luxury	64.3%	72.9%	-8.7%	\$623.43	\$454.58	37.1%	\$400.68	\$331.53	20.9%
O'ahu Upper Upscale	82.4%	83.3%	-1.0%	\$285.35	\$249.92	14.2%	\$235.02	\$208.31	12.8%
O'ahu Upscale	83.9%	87.5%	-3.6%	\$201.68	\$194.15	3.9%	\$169.23	\$169.86	-0.4%
O'ahu Upper Midscale	71.5%	80.6%	-9.0%	\$163.53	\$150.89	8.4%	\$116.96	\$121.57	-3.8%
O'ahu Midscale & Economy	72.4%	85.6%	-13.2%	\$149.98	\$125.90	19.1%	\$108.64	\$107.81	0.8%
Maui County	66.5%	76.4%	-9.9%	\$505.96	\$337.55	49.9%	\$336.35	\$257.82	30.5%
Wailea	62.6%	88.4%	-25.9%	\$708.38	\$500.13	41.6%	\$443.30	\$442.31	0.2%
Lahaina/Kā'anapali/Kapalua	66.1%	74.0%	-7.9%	\$458.35	\$289.47	58.3%	\$302.89	\$214.15	41.4%
Other Maui County	66.9%	79.4%	-12.5%	\$561.60	\$393.92	42.6%	\$375.96	\$312.78	20.2%
Maui County Luxury	49.9%	78.7%	-28.8%	\$754.69	\$512.30	47.3%	\$376.76	\$403.06	-6.5%
Maui County Upper Upscale & Upscale	71.6%	75.9%	-4.3%	\$460.56	\$278.67	65.3%	\$329.59	\$211.47	55.9%
Island of Hawai'i	68.5%	74.0%	-5.6%	\$399.14	\$238.34	67.5%	\$273.31	\$176.49	54.9%
Kohala Coast	73.8%	73.1%	0.7%	\$501.19	\$320.62	56.3%	\$369.67	\$234.36	57.7%
Kaua'i	76.4%	72.3%	4.1%	\$395.76	\$253.58	56.1%	\$302.20	\$183.30	64.9%

Source: STR, Inc. © Copyright 2023 Hawai'i Tourism Authority

Note: Samples for some classes and regions were insufficient for reporting purposes, but these data were included in island and statewide totals.

Figure 4: Hawai'i Hotel Performance by Measure October 2023 vs. 2019

	Supply (thousands)			Demand (thousands)			Revenue (millions)		
	2023	2019	% Change	2023	2019	% Change	2023	2019	% Change
State of Hawai'i	1,732.6	1,663.2	4.2%	1,289.9	1,321.2	-2.4%	447.8	337.6	32.7%
O'ahu	952.5	946.8	0.6%	752.4	784.1	-4.0%	203.8	178.9	14.0%
Waikiki	809.6	808.9	0.1%	642.7	673.6	-4.6%	167.4	152.6	9.7%
Maui County	419.3	385.7	8.7%	278.7	294.6	-5.4%	141.0	99.4	41.8%
Wailea	92.0	68.0	35.3%	57.6	60.2	-4.3%	40.8	30.1	35.6%
Lahaina/Kā'anapali/Kapalua	227.3	214.9	5.8%	150.2	159.0	-5.5%	68.8	46.0	49.6%
Island of Hawai'i	211.4	197.5	7.0%	144.8	146.3	-1.0%	57.8	34.9	65.8%
Kohala Coast	91.6	91.1	0.5%	67.5	66.6	1.4%	33.9	21.4	58.5%
Kaua'i	149.4	133.1	12.2%	114.0	96.2	18.5%	45.1	24.4	85.0%

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Figure 5: Hawai'i Hotel Performance Year-to-Date October 2023

	Occupancy %			Average Daily Rate			RevPAR		
	2023	2022	Percentage Pt. Change	2023	2022	% Change	2023	2022	% Change
State of Hawai'i	75.2%	74.0%	1.1%	\$375.25	\$368.04	2.0%	\$282.02	\$272.52	3.5%
Luxury Class	60.0%	59.1%	1.0%	\$824.60	\$850.33	-3.0%	\$495.08	\$502.24	-1.4%
Upper Upscale Class	79.4%	77.4%	2.0%	\$353.02	\$344.21	2.6%	\$280.23	\$266.39	5.2%
Upscale Class	78.2%	77.2%	0.9%	\$269.78	\$260.51	3.6%	\$210.95	\$201.24	4.8%
Upper Midscale Class	72.8%	74.1%	-1.3%	\$241.38	\$232.98	3.6%	\$175.76	\$172.57	1.8%
Midscale & Economy Class	76.3%	75.8%	0.6%	\$243.06	\$236.03	3.0%	\$185.57	\$178.87	3.7%
O'ahu	80.4%	76.0%	4.3%	\$278.96	\$262.14	6.4%	\$224.16	\$199.31	12.5%
Waikiki	80.8%	76.4%	4.4%	\$266.25	\$249.66	6.6%	\$215.04	\$190.67	12.8%
Other O'ahu	78.1%	74.1%	3.9%	\$352.59	\$334.34	5.5%	\$275.22	\$247.91	11.0%
O'ahu Luxury	63.2%	55.1%	8.1%	\$674.49	\$670.68	0.6%	\$426.58	\$369.55	15.4%
O'ahu Upper Upscale	83.2%	78.5%	4.6%	\$290.20	\$271.76	6.8%	\$241.33	\$213.42	13.1%
O'ahu Upscale	84.0%	81.3%	2.7%	\$208.92	\$201.95	3.5%	\$175.50	\$164.21	6.9%
O'ahu Upper Midscale	74.3%	71.1%	3.2%	\$169.67	\$161.36	5.1%	\$126.03	\$114.73	9.8%
O'ahu Midscale & Economy	79.6%	76.4%	3.2%	\$154.44	\$146.35	5.5%	\$122.99	\$111.82	10.0%
Maui County	65.6%	68.2%	-2.6%	\$598.42	\$596.59	0.3%	\$392.30	\$406.79	-3.6%
Wailea	60.7%	61.1%	-0.4%	\$898.14	\$946.22	-5.1%	\$545.29	\$578.08	-5.7%
Lahaina/Kā'anapali/Kapalua	67.2%	70.9%	-3.7%	\$540.71	\$527.32	2.5%	\$363.20	\$373.69	-2.8%
Other Maui County	63.6%	64.9%	-1.3%	\$671.43	\$688.51	-2.5%	\$427.17	\$447.03	-4.4%
Maui County Luxury	52.7%	54.9%	-2.2%	\$1,009.34	\$1,044.46	-3.4%	\$531.85	\$573.79	-7.3%
Maui County Upper Upscale & Upscale	70.1%	73.1%	-3.0%	\$513.57	\$502.55	2.2%	\$360.27	\$367.57	-2.0%
Island of Hawai'i	70.7%	74.5%	-3.7%	\$414.39	\$409.32	1.2%	\$293.08	\$304.76	-3.8%
Kohala Coast	74.3%	72.0%	2.3%	\$563.72	\$607.51	-7.2%	\$418.94	\$437.27	-4.2%
Kauai	75.9%	78.0%	-2.0%	\$416.58	\$391.15	6.5%	\$316.37	\$305.04	3.7%

Source: STR, Inc. © Copyright 2023 Hawai'i Tourism Authority

Note: Samples for some classes and regions were insufficient for reporting purposes, but these data were included in island and statewide totals.

Figure 6: Hawai'i Hotel Performance by Measure Year-to-Date October 2023

	Supply (thousands)			Demand (thousands)			Revenue (millions)		
	2023	2022	% Change	2023	2022	% Change	2023	2022	% Change
State of Hawai'i	16,953.1	16,987.6	-0.2%	12,740.9	12,579.1	1.3%	4,781.1	4,629.6	3.3%
O'ahu	9,249.9	9,287.5	-0.4%	7,432.8	7,061.7	5.3%	2,073.4	1,851.1	12.0%
Waikiki	7,848.4	7,884.5	-0.5%	6,338.9	6,021.4	5.3%	1,687.7	1,503.3	12.3%
Maui County	4,190.7	4,227.8	-0.9%	2,747.3	2,882.7	-4.7%	1,644.0	1,719.8	-4.4%
Wailea	900.2	900.5	0.0%	546.5	550.1	-0.7%	490.9	520.6	-5.7%
Lahaina/Kā'anapali/Kapalua	2,284.4	2,319.8	-1.5%	1,534.5	1,644.0	-6.7%	829.7	866.9	-4.3%
Island of Hawai'i	2,045.0	2,075.6	-1.5%	1,446.3	1,545.4	-6.4%	599.3	632.6	-5.3%
Kohala Coast	897.7	901.0	-0.4%	667.2	648.5	2.9%	376.1	394.0	-4.5%
Kauai	1,467.5	1,396.8	5.1%	1,114.4	1,089.3	2.3%	464.3	426.1	9.0%

Source: STR, Inc. © Copyright 2023 Hawai'i Tourism Authority

Figure 7: Hawai'i Hotel Performance Year-to-Date October 2023 vs. 2019

	Occupancy %			Average Daily Rate			RevPAR		
	2023	2019	Percentage Pt. Change	2023	2019	% Change	2023	2019	% Change
State of Hawai'i	75.2%	81.1%	-5.9%	\$375.25	\$278.03	35.0%	\$282.02	\$225.43	25.1%
Luxury Class	60.0%	76.7%	-16.7%	\$824.60	\$550.39	49.8%	\$495.08	\$422.36	17.2%
Upper Upscale Class	79.4%	82.9%	-3.5%	\$353.02	\$277.47	27.2%	\$280.23	\$229.91	21.9%
Upscale Class	78.2%	78.9%	-0.7%	\$269.78	\$208.11	29.6%	\$210.95	\$164.18	28.5%
Upper Midscale Class	72.8%	83.9%	-11.1%	\$241.38	\$162.84	48.2%	\$175.76	\$136.67	28.6%
Midscale & Economy Class	76.3%	82.4%	-6.0%	\$243.06	\$172.28	41.1%	\$185.57	\$141.91	30.8%
O'ahu	80.4%	84.5%	-4.1%	\$278.96	\$237.42	17.5%	\$224.16	\$200.51	11.8%
Waikiki	80.8%	84.7%	-4.0%	\$266.25	\$232.69	14.4%	\$215.04	\$197.17	9.1%
Other O'ahu	78.1%	82.7%	-4.7%	\$352.59	\$266.74	32.2%	\$275.22	\$220.69	24.7%
O'ahu Luxury	63.2%	74.0%	-10.8%	\$674.49	\$487.84	38.3%	\$426.58	\$361.16	18.1%
O'ahu Upper Upscale	83.2%	85.7%	-2.6%	\$290.20	\$260.83	11.3%	\$241.33	\$223.58	7.9%
O'ahu Upscale	84.0%	85.5%	-1.5%	\$208.92	\$195.57	6.8%	\$175.50	\$167.12	5.0%
O'ahu Upper Midscale	74.3%	84.3%	-10.0%	\$169.67	\$157.18	7.9%	\$126.03	\$132.50	-4.9%
O'ahu Midscale & Economy	79.6%	87.7%	-8.0%	\$154.44	\$132.60	16.5%	\$122.99	\$116.26	5.8%
Maui County	65.6%	78.1%	-12.6%	\$598.42	\$391.01	53.0%	\$392.30	\$305.51	28.4%
Wailea	60.7%	89.2%	-28.4%	\$898.14	\$598.01	50.2%	\$545.29	\$533.18	2.3%
Lahaina/Kā'anapali/Kapalua	67.2%	77.2%	-10.0%	\$540.71	\$329.81	63.9%	\$363.20	\$254.47	42.7%
Other Maui County	63.6%	79.4%	-15.8%	\$671.43	\$466.90	43.8%	\$427.17	\$370.62	15.3%
Maui County Luxury	52.7%	80.9%	-28.2%	\$1,009.34	\$630.64	60.0%	\$531.85	\$510.16	4.3%
Maui County Upper Upscale & Upscale	70.1%	77.9%	-7.8%	\$513.57	\$310.04	65.6%	\$360.27	\$241.63	49.1%
Island of Hawai'i	70.7%	76.9%	-6.2%	\$414.39	\$261.05	58.7%	\$293.08	\$200.81	45.9%
Kohala Coast	74.3%	77.5%	-3.2%	\$563.72	\$369.10	52.7%	\$418.94	\$286.21	46.4%
Kaua'i	75.9%	72.6%	3.3%	\$416.58	\$280.28	48.6%	\$316.37	\$203.57	55.4%

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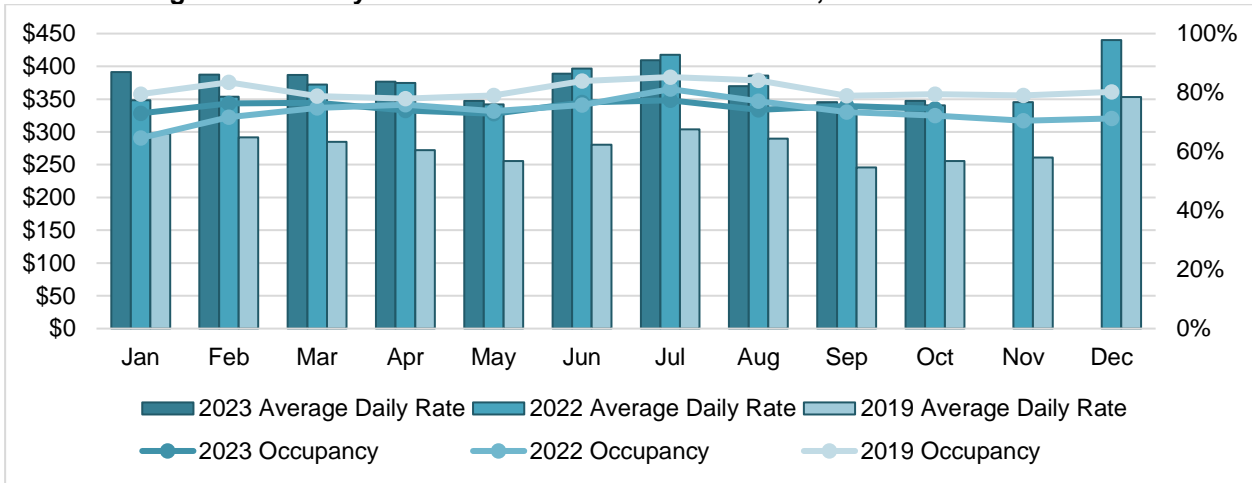
Note: Samples for some classes and regions were insufficient for reporting purposes, but these data were included in island and statewide totals.

Figure 8: Hawai'i Hotel Performance by Measure Year-to-Date October 2023 vs. 2019

	Supply (thousands)			Demand (thousands)			Revenue (millions)		
	2023	2019	% Change	2023	2019	% Change	2023	2019	% Change
State of Hawai'i	16,953.1	16,404.1	3.3%	12,740.9	13,300.7	-4.2%	4,781.1	3,697.9	29.3%
O'ahu	9,249.9	9,224.5	0.3%	7,432.8	7,790.2	-4.6%	2,073.4	1,849.6	12.1%
Waikiki	7,848.4	7,915.9	-0.9%	6,338.9	6,707.5	-5.5%	1,687.7	1,560.8	8.1%
Maui County	4,190.7	3,847.5	8.9%	2,747.3	3,006.2	-8.6%	1,644.0	1,175.5	39.9%
Wailea	900.2	667.0	35.0%	546.5	594.7	-8.1%	490.9	355.6	38.0%
Lahaina/Kā'anapali/Kapalua	2,284.4	2,156.7	5.9%	1,534.5	1,664.1	-7.8%	829.7	548.8	51.2%
Island of Hawai'i	2,045.0	1,961.6	4.2%	1,446.3	1,508.9	-4.2%	599.3	393.9	52.2%
Kohala Coast	897.7	908.3	-1.2%	667.2	704.4	-5.3%	376.1	260.0	44.7%
Kaua'i	1,467.5	1,370.5	7.1%	1,114.4	995.4	12.0%	464.3	279.0	66.4%

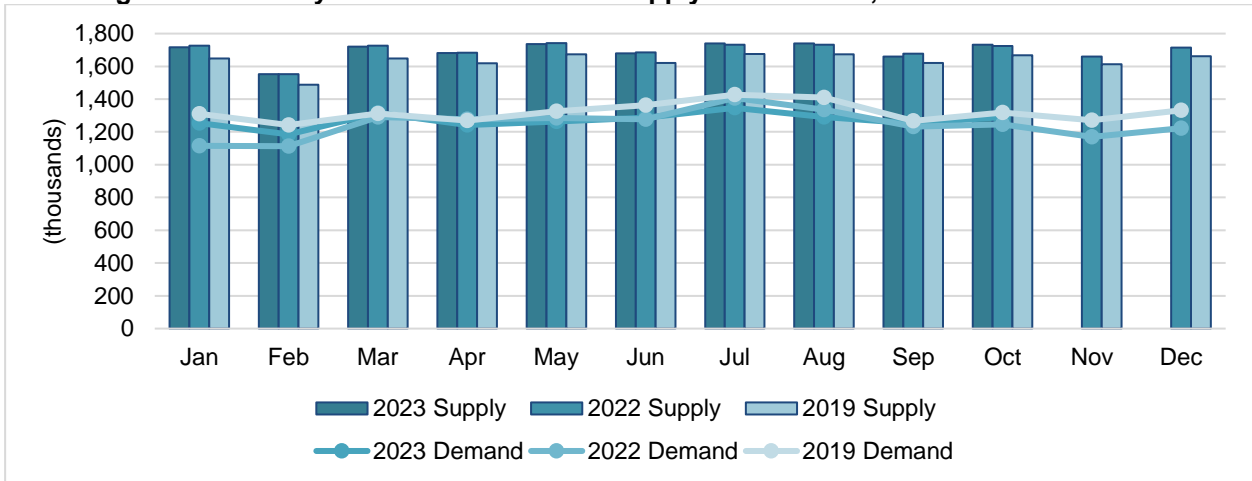
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Figure 9: Monthly State of Hawai'i Hotel Performance, 2023 vs. 2022 vs. 2019



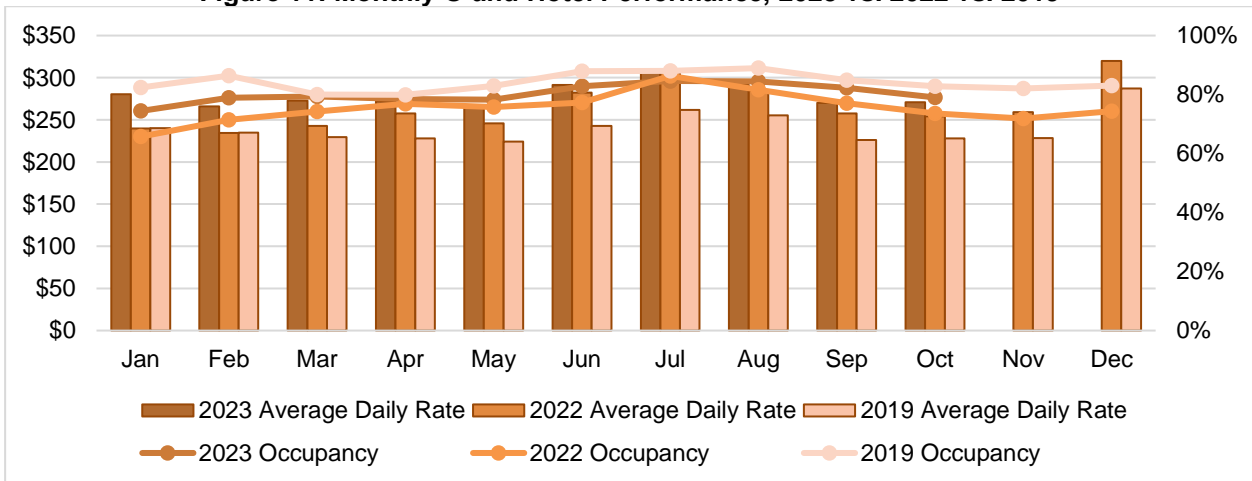
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Figure 10: Monthly State of Hawai'i Hotel Supply and Demand, 2023 vs. 2022 vs. 2019



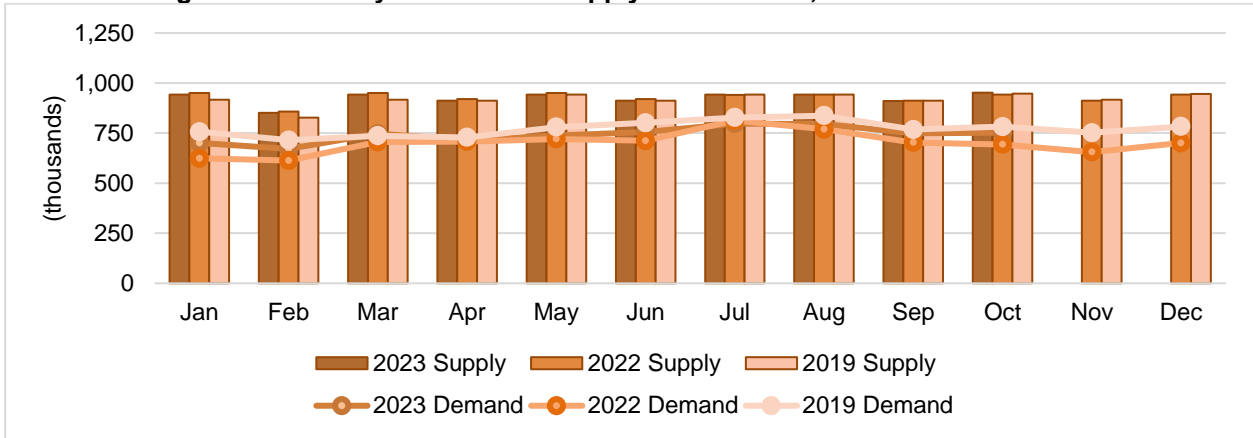
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Figure 11: Monthly O'ahu Hotel Performance, 2023 vs. 2022 vs. 2019



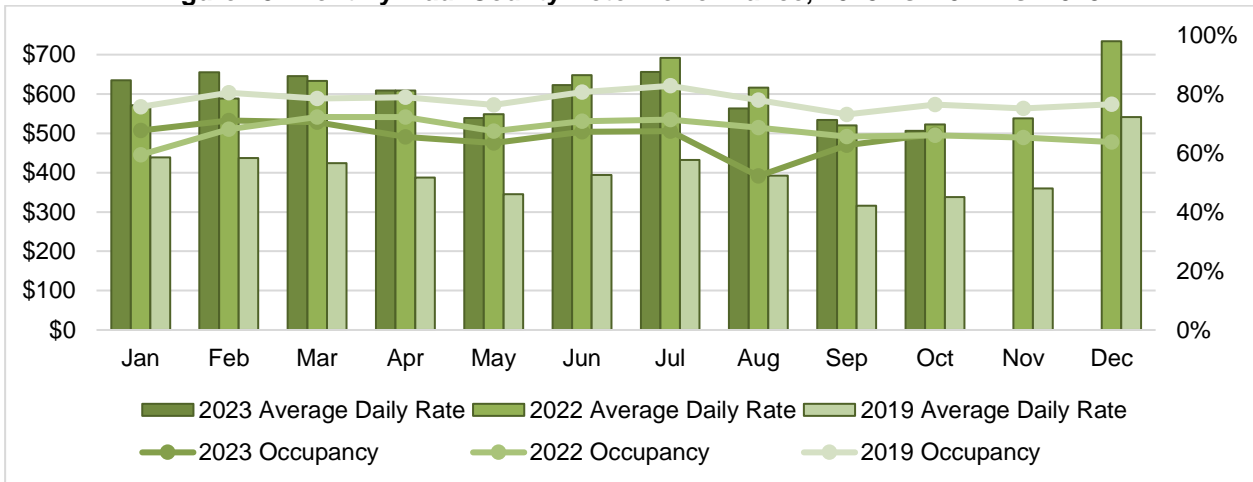
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Figure 12: Monthly O'ahu Hotel Supply and Demand, 2023 vs. 2022 vs. 2019



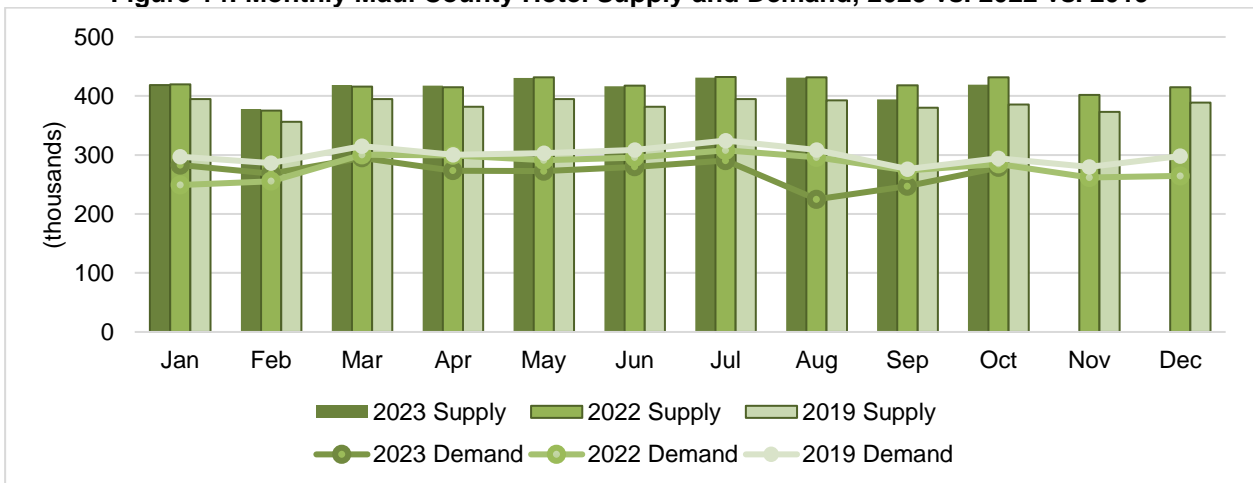
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Figure 13: Monthly Maui County Hotel Performance, 2023 vs. 2022 vs. 2019



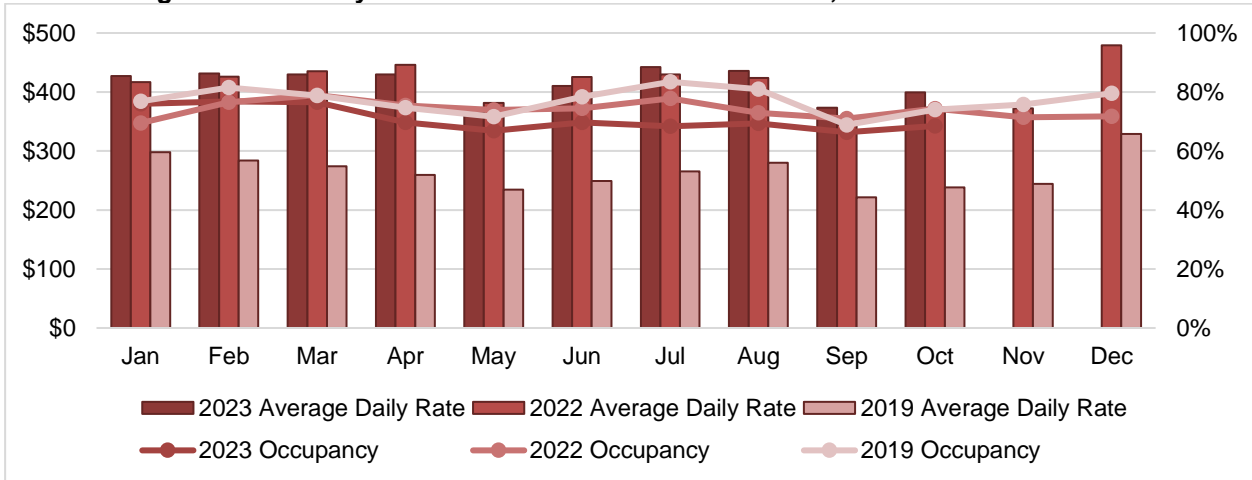
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Figure 14: Monthly Maui County Hotel Supply and Demand, 2023 vs. 2022 vs. 2019



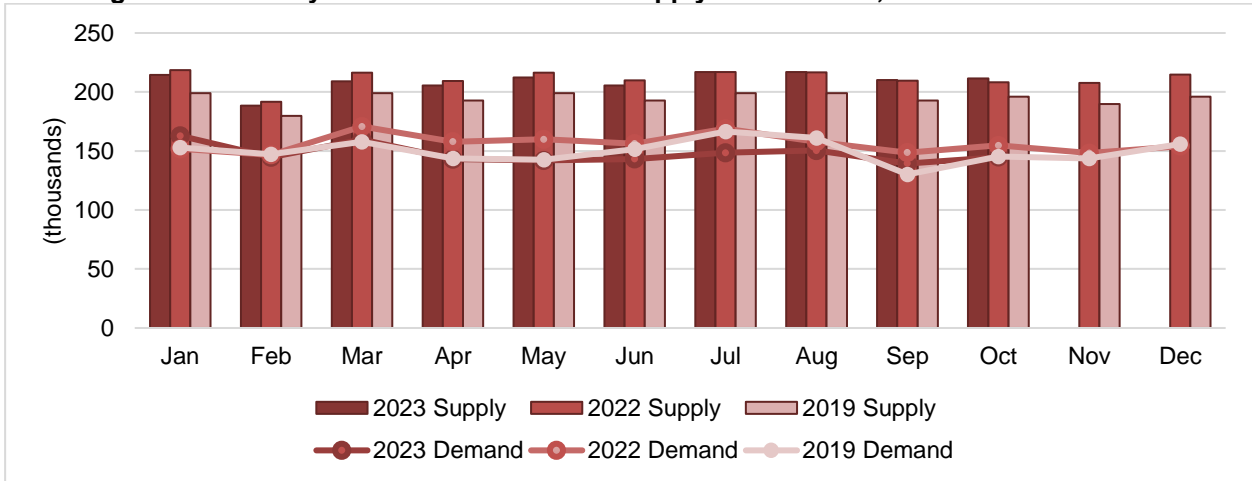
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Figure 15: Monthly Island of Hawai'i Hotel Performance, 2023 vs. 2022 vs. 2019



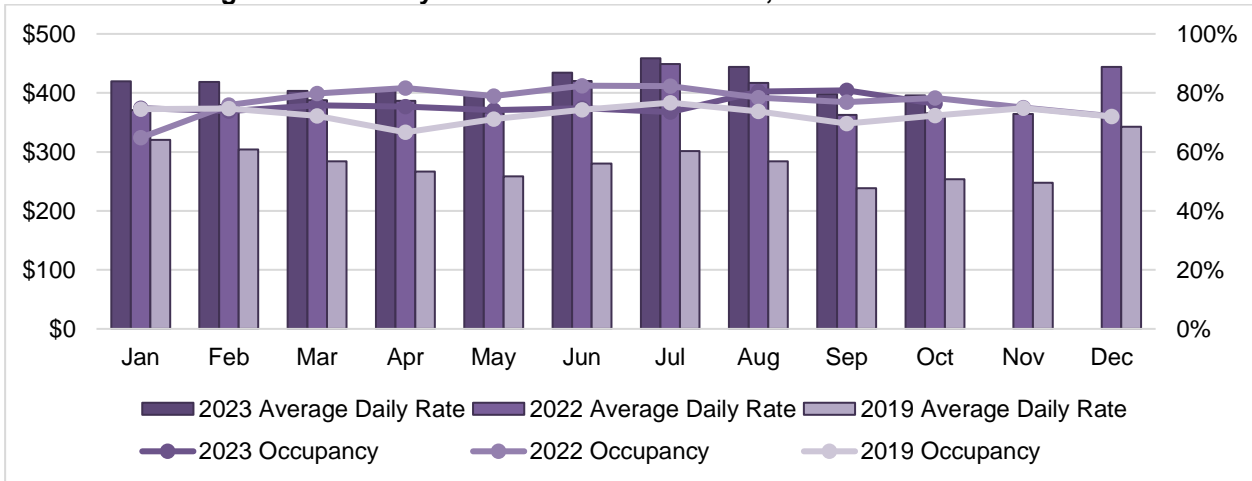
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Figure 16: Monthly Island of Hawai'i Hotel Supply and Demand, 2023 vs. 2022 vs. 2019



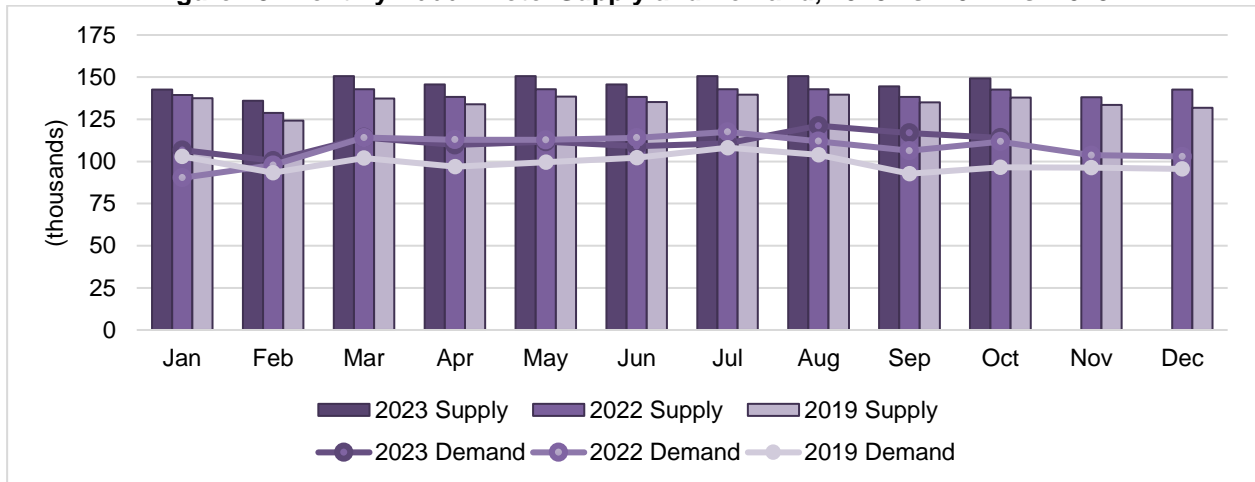
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Figure 17: Monthly Kaua'i Hotel Performance, 2023 vs. 2022 vs. 2019



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Figure 18: Monthly Kaua'i Hotel Supply and Demand, 2023 vs. 2022 vs. 2019



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